



WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

www.thebostonchannel.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Invoice #	Invoice Date	Invoice Month	Invoice Period
954282-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
American Crossroads NH	American Crossroads TV	692

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	954282	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
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Agency Ref	Advertiser Ref
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/02/12	10/08/12	5a Eyeopener	5-6a	---T---	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/01/12 10/07/12 ---T--- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Th 10/04/12 5:56 AM 5a Eyeopener 5-6a :30 USPRTV19ACH \$1,600.00 NM									
2	10/02/12	10/08/12	6a Eyeopener	558-7a	----F--	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/01/12 10/07/12 ----F-- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 10/05/12 5:59 AM 6a Eyeopener 558-7a :30 USPRTV19ACH \$3,500.00 NM									
3	10/02/12	10/08/12	Good Morning America	658-9a	M-----	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 M----- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 10/08/12 8:48 AM Good Morning America 658-9a :30 USPRTV19ACH \$4,000.00 NM									
4	10/02/12	10/08/12	LIVE WITH KELLY & MICHAEL 9A-10A		--W-F--	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/01/12 10/07/12 --W-F-- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/03/12 9:59 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 USPRTV19ACH \$800.00 NM									
2 WCVB F 10/05/12 9:44 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 USPRTV19ACH \$800.00 NM									
5	10/02/12	10/08/12	The View	1058-12n	-T-----	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/01/12 10/07/12 -T----- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/02/12 11:29 AM The View 1058-12n :30 USPRTV19ACH \$2,500.00 NM									
6	10/02/12	10/08/12	Midday News	1158a-1230p	----F--	:30	1	\$1,250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/01/12 10/07/12 ----F-- 1 \$1,250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
We warrant that the actual broadcast information shown on this invoice was taken from the program log

DUPLICATE INVOICE

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American Crossroads NH	American Crossroads TV	692	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/02/12	10/08/12	Midday News	1158a-1230p	-----F--	:30	1	\$1,250.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 10/05/12 12:27 PM Midday News 1158a-1230p :30 USPRTV19ACH \$1,250.00 NM									
7 10/02/12 10/08/12 The Chew 1-2p ---T---									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 ---T--- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Th 10/04/12 12:59 PM The Chew 1-2p :30 USPRTV19ACH \$1,500.00 NM									
8 10/02/12 10/08/12 GENERAL HOSPITAL ABC SOAPS ROTA --W----									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --W---- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/03/12 2:24 PM GENERAL HOSPITAL ABC SOAPS ROTA :30 USPRTV19ACH \$2,000.00 NM									
9 10/02/12 10/08/12 KATIE COURIC DAY 3-4p -T-----									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -T----- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/02/12 3:33 PM KATIE COURIC DAY 3-4p :30 USPRTV19ACH \$1,000.00 NM									
10 10/02/12 10/08/12 ELLEN EF 4P-5P M-----									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 M----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 10/08/12 4:44 PM ELLEN EF 4P-5P :30 USPRTV19ACH \$2,000.00 NM									
11 10/02/12 10/08/12 Newscenter 5 at 5 5-6p --W----									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --W---- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/03/12 5:27 PM Newscenter 5 at 5 5-6p :30 USPRTV19ACH \$3,500.00 NM									
12 10/02/12 10/08/12 Newscenter 5 at 11 11-1130p M-----									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 M----- 1 \$8,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 10/08/12 11:26 PM Newscenter 5 at 11 11-1130p :30 USPRTV19ACH \$8,000.00 NM									
13 10/02/12 10/08/12 Nightline 1135p-1206a -T-----									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -T----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/02/12 12:02 AM Nightline 1135p-1206a :30 USPRTV19ACH \$2,000.00 NM									
14 10/02/12 10/08/12 20/20 958-11p -----F--									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----F-- 1 \$15,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 10/05/12 10:48 PM 20/20 958-11p :30 USPRTV19ACH \$15,000.00 NM									

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15	10/02/12	10/08/12	Weekend GMA	7-8a	-----S	:30	1	\$2,500.00	NM
Weeks: Start Date 10/01/12 End Date 10/07/12 MTWTFSS -----S Spots/Week 1 Rate \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 10/07/12 7:55 AM Weekend GMA 7-8a :30 USPRTV19ACH \$2,500.00 NM									
16	10/02/12	10/08/12	6p News Weekend	6-630p	-----S	:30	1	\$3,500.00	NM
Weeks: Start Date 10/01/12 End Date 10/07/12 MTWTFSS -----S Spots/Week 1 Rate \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 10/07/12 6:27 PM 6p News Weekend 6-630p :30 USPRTV19ACH \$3,500.00 NM									
17	10/02/12	10/08/12	This Week / C. Amanpour	10-11a	-----S	:30	1	\$5,000.00	NM
Weeks: Start Date 10/01/12 End Date 10/07/12 MTWTFSS -----S Spots/Week 1 Rate \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 10/07/12 10:59 AM This Week / C. Amanpour 10-11a :30 USPRTV19ACH \$5,000.00 NM									
18	10/02/12	10/08/12	AFHV	658-8p	-----S	:30	1	\$8,000.00	NM
Weeks: Start Date 10/01/12 End Date 10/07/12 MTWTFSS -----S Spots/Week 1 Rate \$8,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 10/07/12 7:23 PM AFHV 658-8p :30 USPRTV19ACH \$8,000.00 NM									
19	10/02/12	10/08/12	Sportscenter 5 OT	1135p-12m	-----S	:30	1	\$1,500.00	NM
Weeks: Start Date 10/01/12 End Date 10/07/12 MTWTFSS -----S Spots/Week 1 Rate \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 10/07/12 11:58 PM Sportscenter 5 OT 1135p-12m :30 USPRTV19ACH \$1,500.00 NM									

Total Spots **20**

<u>Gross Total</u>	\$69,950.00
<u>Agency Commission</u>	\$10,492.50
<u>Net Amount Due</u>	\$59,457.50

Payment Terms 30 Days